UTAH NATIONAL PARKS NON-RESIDENT VISITOR SUMMARY 1996-1998* UTAH DIVISION OF TRAVEL DEVELOPMENT

AGE		ORIGIN MARKETS		SEASON OF TRAVEL	
Average (years)	43.9	<u>States</u>		Spring (Mar-May)	18%
18-34 Years	32%	California	30%	Summer (Jun-Aug)	61%
35-49 Years	37%	Texas	7%	Autumn (Sep-Nov)	16%
50-64 Years	19%	Arizona	6%	Winter (Dec-Feb)	5%
65+ Years	12%	Colorado	6%		
		Nevada	6%	PURPOSE OF STAY	
HOUSEHOLD INCOME		Wyoming	5%	Leisure	93%
Average HH Income	\$57,383	Michigan	3%	Visit Friends/Relatives	20%
<\$25,000	12%	Indiana	3%	General Vacation	56%
\$25K-\$49,999	36%	Idaho	3%	Special Event	7%
\$50K-\$74,999	29%	Washington	3%	Other Personal	3%
\$75,000+	23%			Getaway Weekend	7%
		<u>DMA's</u>		Business	7%
OCCUPATION		Los Angeles	19%	Convention	2%
Manager, Prof.	33%	Phoenix	6%	Seminar/Training	2%
Tech., Sales, Admin.	25%	Las Vegas	6%	Other	3%
Service	6%	Denver	5%		
Laborer/Operator	2%	Salt Lake City**	5%	TRANSPORTA	TION
Other/Retired/Student	35%	SF/Oakland/San Jose	3%	Motor Vehicle	72%
		Detroit	3%	Air	16%
EDUCATION		San Diego	3%	Camper/RV	6%
No College	18%	Terre Haute	2%	Other	6%
Attended College	31%	Sacramento	2%		
College Grad.	51%			DISTANCE	
Post-Grad. Degree 24%		LENGTH OF STAY		1-299 Miles	27%
		Avg. Length of Stay	3.3 Nights	300-599 Miles	35%
PARTY COMPOSITION		Day Trip	13%	600-999 Miles	13%
Avg. Party Size	3.3 Pers.	1-3 Nights	53%	1000+ Miles	26%
One Adult	9%	4-7 Nights	24%	Average Distance	988 Miles
MM/FF	4%	8+ Nights	10%		
3+ Adults	13%				
Couples	29%	ACCOMMODA	TIONS		
Families	45%	Hotel	62%	LITALI NATIONAL DADIG	`
		Private Home	14%	UTAH NATIONAL PARKS 15% of all non-resident t	•
EXPENDITURES		Bed & Breakfast	4%	state of Utah between 19	
Avg. Per Person-Day	\$79	Condo/Timeshare	2%		
Transportation	27%	Other	19%		
Room	21%				
Food	20%				
Shopping	14%				
Entertainment	13%				
Other	5%				

^{*}Source: D.K. Shifflet & Associates, Ltd., DIRECTIONS® Data

^{**}Salt Lake City DMA excludes Utah residents but includes areas in neighboring states